

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:318

ANSWERED ON:21.12.2015

Incredible India Campaign

Azad Shri Kirti (JHA);Owaisi Shri Asaduddin

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched Incredible India Campaign to promote tourism in the country and has included the tourist places of various States in Incredible India Campaign and if so, the details thereof;
- (b) whether the Union Government has received proposals from various State Governments in this regard and if so, the action taken thereon;
- (c) whether the Union Government has provided any assistance to the State Governments in this regard and if so, the details thereof and if not, the reasons therefor; and
- (d) whether the Government proposes to launch fresh scheme on the lines of Incredible India to better its place in the tourism index and if so, the details thereof and the steps taken by the Government in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (d): A Statement is laid on the Table of the Sabha.

STATEMENT I N REPLY TO L O K SABHA STARRED QUESTION NO.*318 ANSWERED O N 21.12.2015 REGARDING INCREDIBLE INDIA CAMPAIGN

(a) to (d): The Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets and also undertakes other promotional activities under the 'Incredible India' brand-line. The Ministry of Tourism launches these campaigns on various publicity platforms such as Print, Television, Online, Outdoor etc. with the objective to promote various tourism destinations and products of India in a holistic manner. Campaigns with special emphasis on North Eastern States of India and the State of Jammu & Kashmir are also released in the domestic market. In addition to advertising, various promotional activities undertaken by the Ministry of Tourism include participation in travel fairs, exhibitions and events, awareness programmes, support to Indian food festivals, offering joint advertising, brochure support, inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry. In addition, the Ministry of Tourism promotes various tourism destinations and products through its website and publicity and promotional material produced by it from time to time.

The Ministry of Tourism has been providing Central Financial Assistance (CFA) to various State Governments and Union Territory Administrations for tourism projects identified in consultation with them for each financial year, subject to receipt of Detailed Project Report (DPR), liquidation of Utilization Certificates, availability of funds and adherence to relevant scheme guidelines. The State/Union Territory-wise list of tourism projects and amount sanctioned for the last three years (i.e. 2012-13, 2013-14 and 2014-15) is given at Annexure-I.

The Ministry of Tourism is focussing on integrated development of tourists circuits and destinations in the country. Following two new schemes have been launched in 2014-15 for this purpose.

- 1) Swadesh Darshan for Integrated Development of Tourist Circuits around specific themes.
- 2) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

List of projects sanctioned under Swadesh Darshan and PRASAD in 2014-15 and 2015-16 (till 02.12.2015) is given at Annexure-II.
